



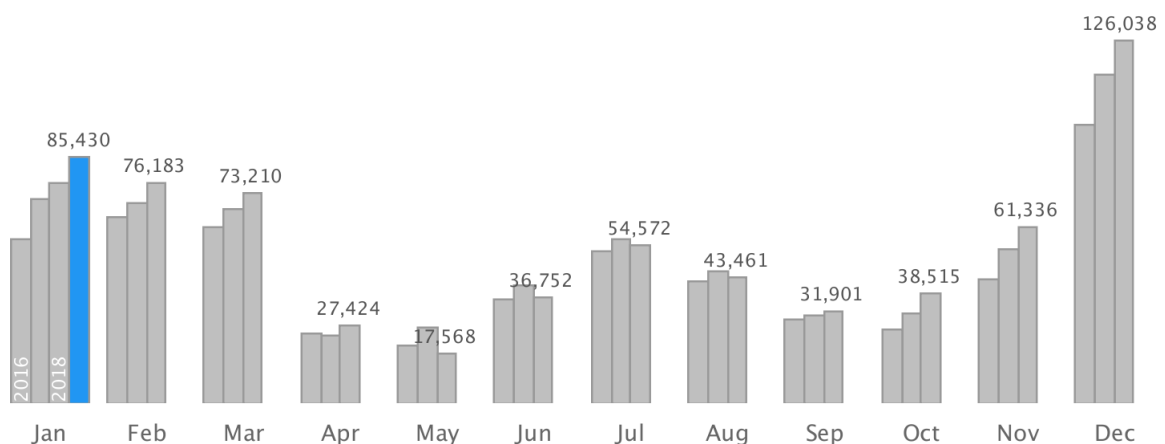
ROVANIEMI TRAVEL KEY FIGURES

January 2019

Registered overnight stays increased 11 percent in Rovaniemi

In January 2019, 85,400 overnight stays were registered in Rovaniemi, of which Finns accounted for 13,500 (+10 %) and foreign residents 71,900 (+12 %). In total, overnight stays increased 11 percent compared to January last year. The highest number of foreign visitors in Rovaniemi was for the Chinese: 11,700 overnight stays.

Bednights in Rovaniemi



Overnight stays by country of residence

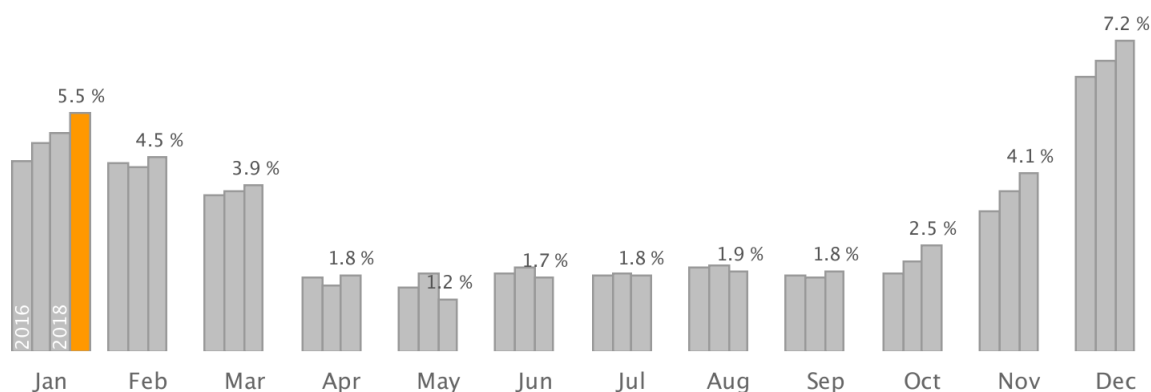
| | JANUARY Amount | Change | Share |
|---------------|---------------------------|---------------|--------------|
| All | 85,400 | 11.5 % | 100.0 % |
| Foreign | 71,900 | 11.8 % | 84.2 % |
| Finland | 13,500 | 9.9 % | 15.8 % |
| China | 11,700 | 38.7 % | 13.6 % |
| France | 9,900 | 28.9 % | 11.5 % |
| Russia | 9,500 | 6.4 % | 11.2 % |
| Germany | 4,500 | 15.5 % | 5.3 % |
| Britain | 4,200 | 14.6 % | 5.0 % |
| Spain | 3,700 | 47.6 % | 4.3 % |
| Italy | 3,700 | 28.0 % | 4.3 % |
| Turkey | 2,600 | -29.1 % | 3.0 % |
| Australia | 2,200 | 24.5 % | 2.6 % |
| Japan | 1,800 | -4.7 % | 2.2 % |
| Singapore | 1,300 | -1.9 % | 1.6 % |
| United States | 1,300 | 33.5 % | 1.5 % |
| India | 1,100 | -13.1 % | 1.3 % |
| Switzerland | 860 | -13.8 % | 1.0 % |
| Belgium | 830 | 2.5 % | 1.0 % |
| Netherlands | 690 | -52.3 % | 0.8 % |
| Taiwan | 660 | -29.2 % | 0.8 % |
| Poland | 600 | -9.8 % | 0.7 % |
| Sweden | 350 | 2.0 % | 0.4 % |
| Israel | 300 | -46.9 % | 0.4 % |
| Norway | 240 | -5.9 % | 0.3 % |
| Ireland | 84 | -26.3 % | 0.1 % |

(China also includes visitors from Hong Kong)

Market share 5.5 per cent

In Finland, the number of registered overnight stays was 1.55 million (+1 %), of which Finnish residents accounted for 871,000 (+2 %). 675,000 (+1 %) were registered for those living abroad. Rovaniemi´s market share of all overnight stays in Finland was 5.5 % (+0.5 percentage points), of overnight stays by Finnish residents 1.5 % and those by foreigners 10.6 %. When it comes to market share in Lapland, Rovaniemi´s market share of all overnight stays in Lapland was 25.0 % (+2 percentage points), of overnight stays by Finnish residents 18.1 % and those by foreigners 27.0 %.

Market share of bednights



In comparison with overnight stays in January, Rovaniemi was number three among Finnish tourism areas.

Overnight stays in selected tourism areas

| | JANUARY Amount | Change | Share |
|------------------|-------------------|---------------|--------------|
| Finland | 1,550,000 | 1.4 % | 100.0 % |
| Helsinki | 290,000 | 1.5 % | 18.8 % |
| Vantaa | 86,200 | 2.2 % | 5.6 % |
| Rovaniemi | 85,400 | 11.5 % | 5.5 % |
| Tampere | 69,800 | 3.7 % | 4.5 % |
| Kittilä | 67,200 | -1.8 % | 4.3 % |
| Sotkamo | 62,300 | 8.1 % | 4.0 % |
| Kuusamo | 54,000 | -0.7 % | 3.5 % |
| Kolari | 45,900 | -0.9 % | 3.0 % |
| Oulu | 42,900 | 0.2 % | 2.8 % |
| Turku | 42,500 | -4.8 % | 2.7 % |

Of overnight stays in January, 72,900 (+17 %) were for leisure time travellers and 12,600 (-12 %) for business travellers.

In January, Finnish residents stayed in registered accommodation facilities in Rovaniemi 1.8 overnight stays (+0.2 overnight stays) and foreigners 2.3 overnight stays on average (-0.1 overnight stays).

Accommodation facilities received 38,500 travellers

Arrivals in Rovaniemi registered accommodation facilities increased 14 percent compared to the same month last year. Of the travellers who stayed overnight, 19.7 % were Finnish residents and 80.3 % foreigners.

Arrivals in Rovaniemi accommodation facilities

| | JANUARY Amount | Change |
|---------|-------------------|--------|
| All | 38,500 | 14.0 % |
| Foreign | 30,900 | 18.0 % |
| Finland | 7,600 | 0.2 % |

Accommodation turnover 7.94 million euro

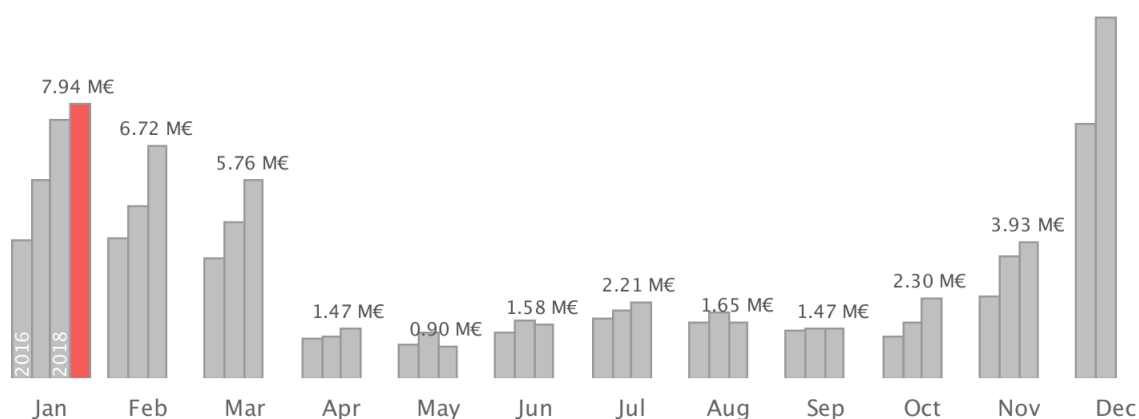
In total, the turnover (with VAT) in registered accommodation facilities January was 7.94 million euro, when a year earlier it was 7.45 million euro. The average price per room was 178 euro (-0.4 euro) and occupancy rate 72.8 % (-4 percentage point).

Tax free -sales decreased 42 percent (Russia -52 %, China +4 %).

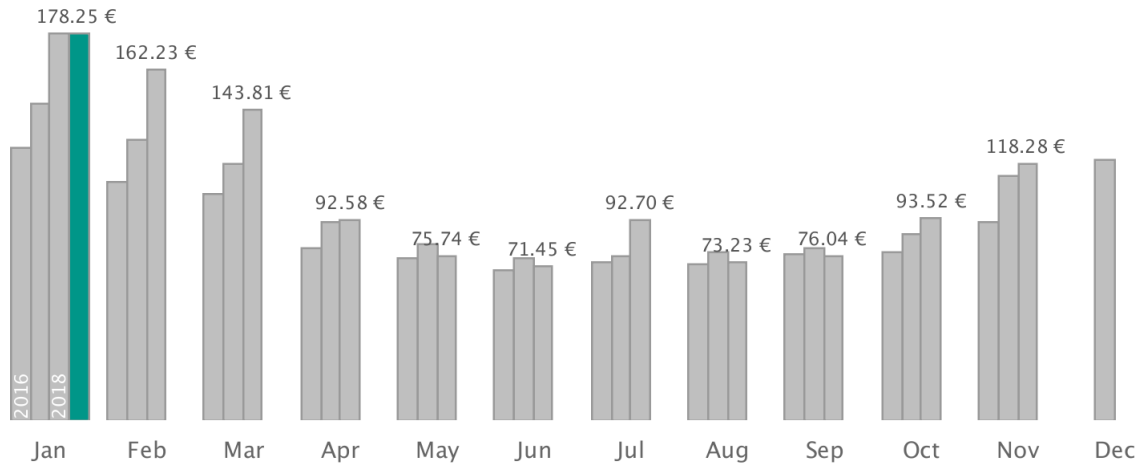
Accommodation sales in total, room price AVG, occupation rate and RevPAR

| | Sales € | Average room price € | Occupation rate % | RevPAR € |
|---------|-----------|----------------------|-------------------|----------|
| 01 2015 | 3,320,000 | 121.47 | 66.20 | 80.35 |
| 01 2016 | 4,000,000 | 125.61 | 70 | 87.98 |
| 01 2017 | 5,730,000 | 145.92 | 80 | 116.74 |
| 01 2018 | 7,450,000 | 178.65 | 76.30 | 136.26 |
| 01 2019 | 7,940,000 | 178.25 | 72.80 | 129.71 |

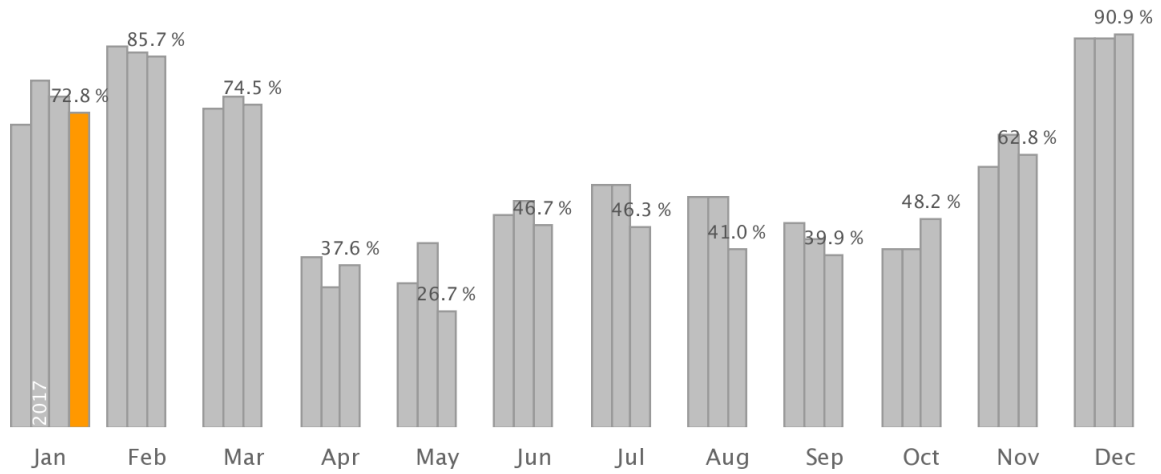
Accommodation turnover (million EUR)



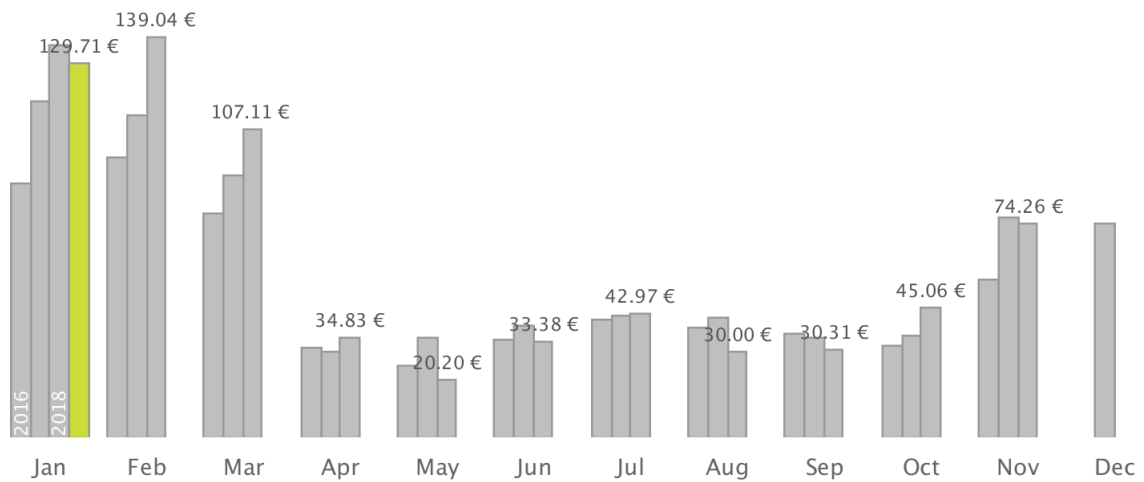
Average room price EUR



Occupancy rate



RevPAR EUR



RevPAR (revenue per available room).

Formula: RevPAR = average room price * room occupancy rate.

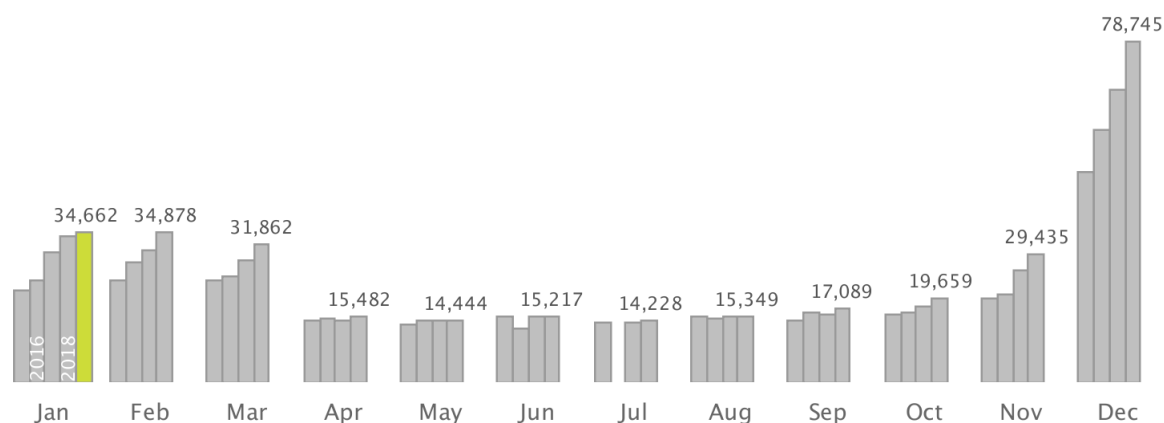
Airbnb in Rovaniemi

In January, the Airbnb-sales of entire places was 1.31 million euro, with the change of +21 per cent compared to a year earlier. In January there were 720 entire places available, the change was +24 per cent. The occupancy rate of entire places was 49.2. There were 121 private rooms available, the change: +23 per cent. The amount of shared Airbnb-rooms was 23 (-18 %).

34,700 flight passengers arrivals

Rovaniemi Airport received 34,700 passengers, of which 19.9 % came with direct flights from abroad and 80.1 % with domestic flights. Foreign travelers also arrive with domestic flights via Helsinki Airport. In total, the arrivals increased three percent.

Passenger arrivals at Rovaniemi Airport



Passenger arrivals at Rovaniemi Airport

| | JANUARY Amount | Change |
|---------------|-------------------|--------|
| All | 34,700 | 3.2 % |
| Domestic | 27,700 | 5.3 % |
| International | 6,900 | -4.2 % |

Sources: Statistics Finland, Global Blue, Finavia, AirDNA

Compiled by: Tutkimus- ja Analysointikeskus TAK Oy (Research and Analysis Centre TAK)

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